Virtual LEGO Explorer
Product Concept Presentation
LEGO
MINDSCAPE
From the LEGO & Mindscape Team
24 August 1995

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Opening Remarks

Chuck McLeish

LEGO Systems Inc.

Product Concept Features

- Fun, Clever, Develop Skills
- Core Target Age (6-11 years)
- Approachable/Replayable
- Building & Role Play
- International Appeal

LEGO Involvement & Support

- Licensing
  - NA LIC (CHM)
  - Int LIC (CD)
- Futura
  - Digital Lab (BN)
  - Town PU (HVD)
- IMP
  - LEGO System (LK)

Mindscape Team

- David Grenewetzki
  - Executive VP, Product Development
- Marc Roegiers
  - Sr. VP, Kids Software
- Dr. Paul J. Melmed
  - Educational Research & Development
- Wes Jenkins
  - Designer/Artist

Introduction

David Grenewetzki

Mindscape Inc.

Concept vs. Design

- Concept
  - product strategy
  - overriding top level product objectives
  - product overview, story lines
  - potential feature list
- Design
  - every screen, function and button in the product
  - detailed implementation plans with milestones, approval points
  - incorporate results from more kid testing
  - feasibility testing
  - detailed timeline

Product Strategy

- Translate the fun of the LEGO experience into multimedia by complementing the real world, not duplicating it
- Add unique features, available only through multimedia, to the LEGO experience
- Easy to play, hard to master

...the LEGO Virtual Explorer

How did we get here?

- Multiple brainstorming sessions between LEGO and Mindscape
  - Focus was required
  - Town theme chosen
- First round consumer testing and feedback
- Refine concept with LEGO/Mindscape team

Qualitative Focus Test Research

Dr. Paul J. Melmed
Educational Research & Development
Mindscape Inc.

Background

- LEGO / Mindscape Collaborative Planning
- Launch Focus Testing / Early
- World Wide Testing
- Consumer Feedback

Objectives

- To Determine Child's Interest in LEGO on Computer
- To Determine Child's Interest in Product Concept

Procedures

- Visited 3 Countries
  - United States
  - United Kingdom
  - Germany
- Conducted 5 Focus Group Tests
  - more than 90 Participants
- Demographics

Main Focus Questions

- Have you ever played with LEGO bricks?
- Do you have or have you used computers?
- What would make LEGO Town fun on computer?
- Is this model town complete?
- How would you rank this product on a scale of 1 to 10?

Summary of Results

- Software Interest
  - 100% want LEGO on computer
  - 100% will play with more "real" LEGO bricks

Summary of Results (cont)

- LEGO Software Concept
  - 92% rank concept 10 out of 10
  - 98% rank concept 9 or above

Product Concept

Marc Roegiers
Mindscape Inc.

Product Concept Description

A uniquely comprehensive interactive 3D experience where the user is invited to build, to fantasize and to play in a living LEGO Town. The user is immersed in a story line of character role playing missions and creative problem solving activities where FUN is the operative word. It is easy to play, yet challenging to master.

Program Features

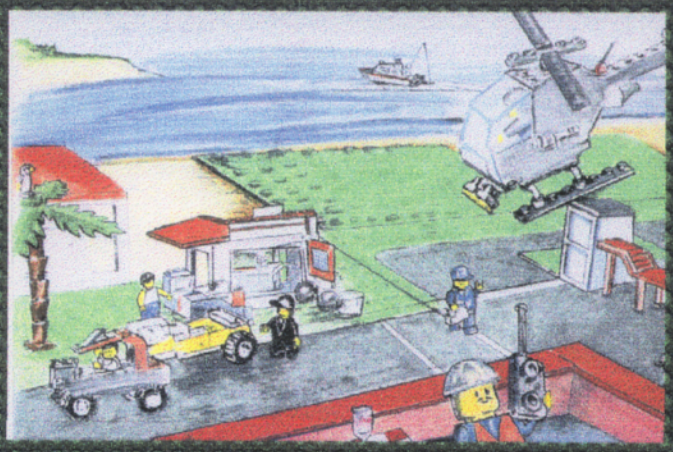
- First person exploration
- Role playing
- Competition
- Rewards
- Problem solving
- Building...

Opening Sequence...

- Animated introduction
  - Music
  - Sound FX
- Fast build sequence
  - Clicking bricks
- Pull back to...

...the Town

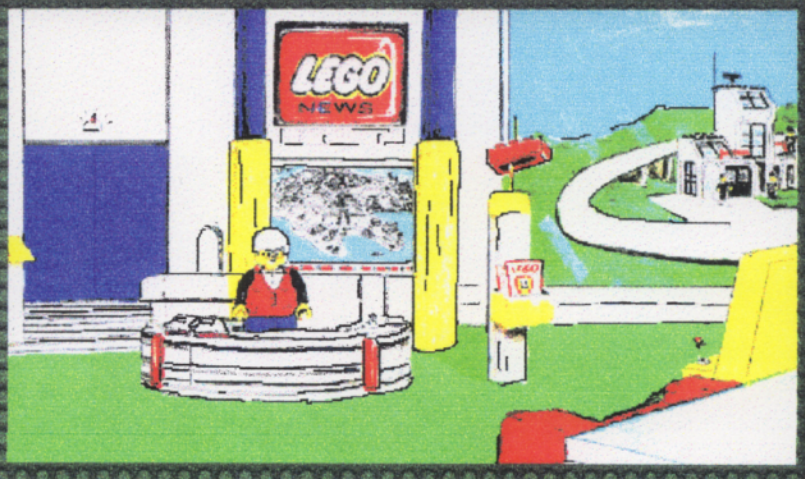
Zoom into the action...



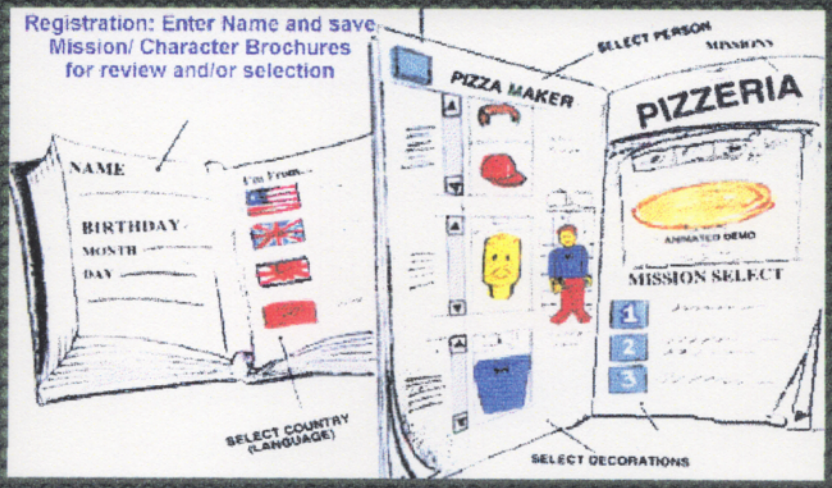
...and land at the Information Center

- In the center of Town
- It's a base of operations
- Mission briefings
- Learn about Town
- Examine the town map
- Check your progress

Meet the Infomaniac

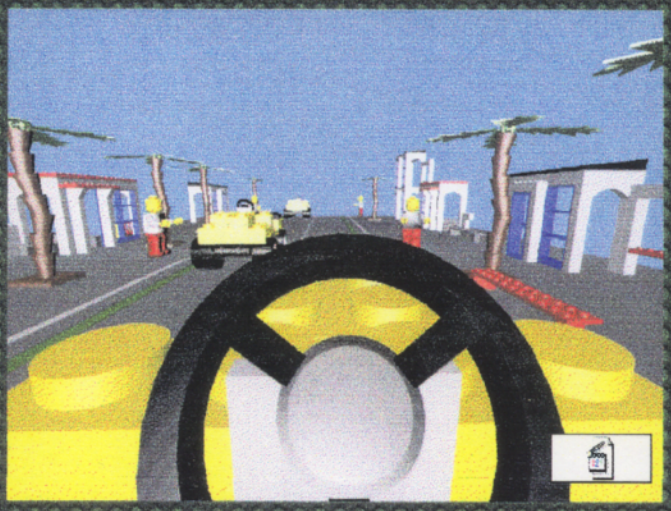


Registering



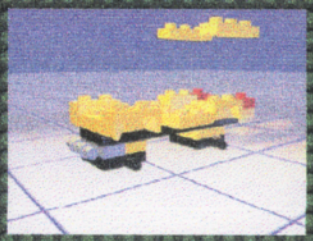
Observation Deck

Behind the wheel...



Build Features

- Order building
- Mini-figure building
- Deconstruction
- Vehicle modification
- Town design
- Quick builds



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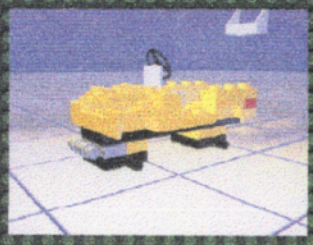

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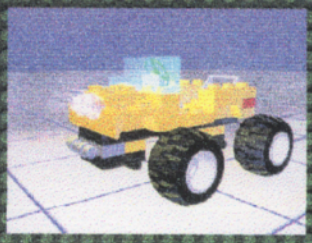

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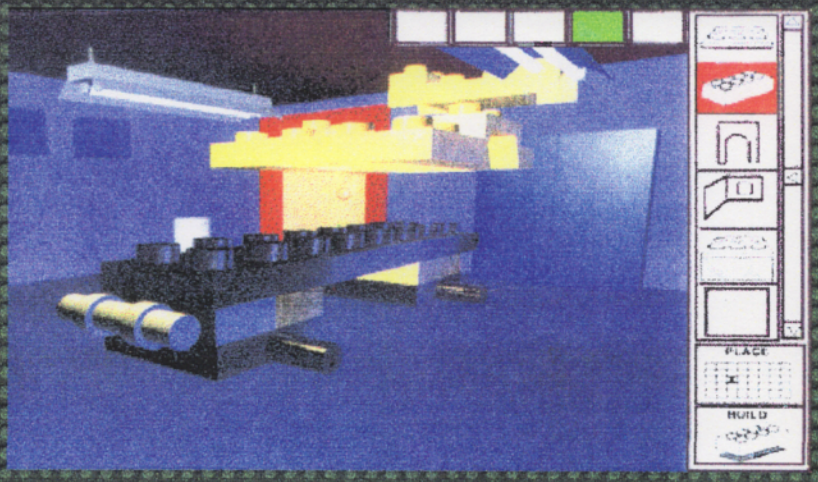
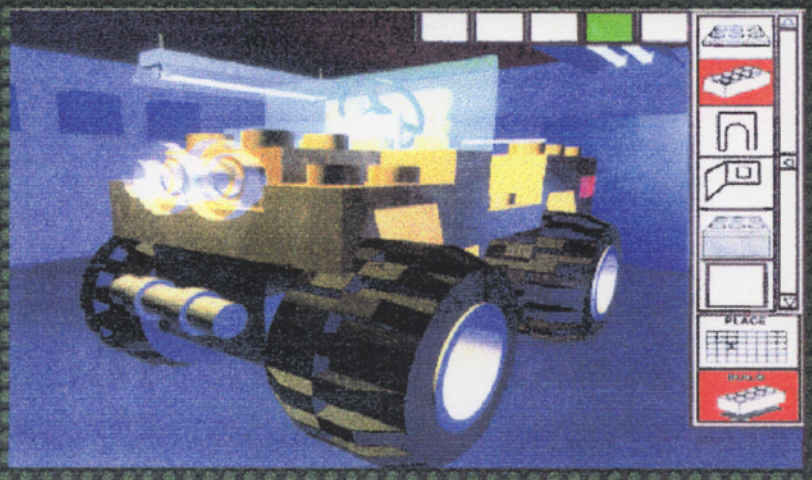
Order Building

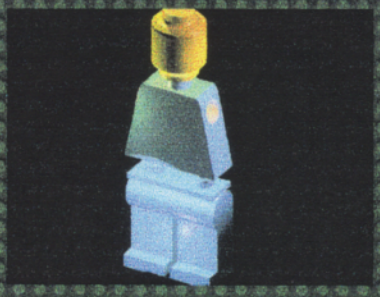


Order Building



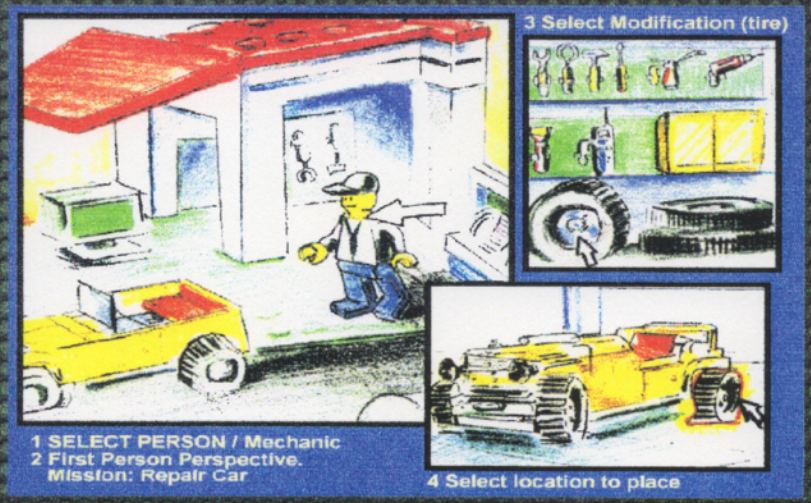
Mini-Figure Construction

- Select persona
- Select gender
- Choose decorations
  - hair color
  - clothes
  - headgear

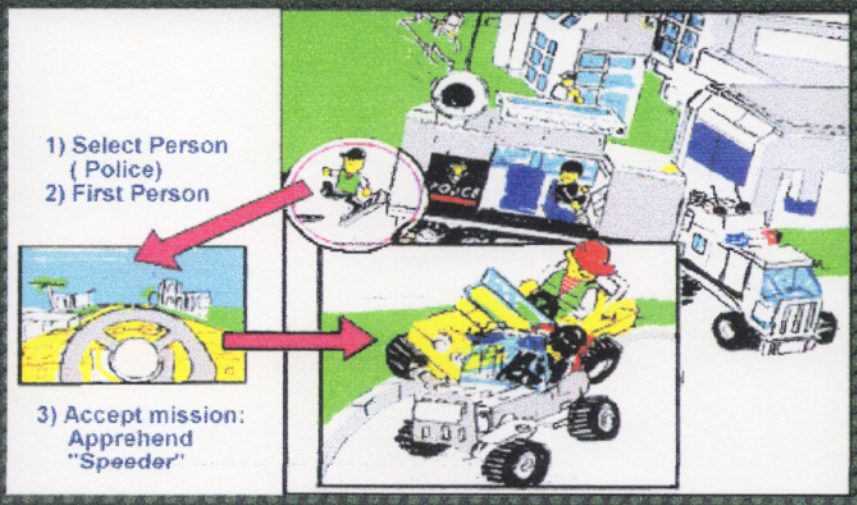


Deconstruction

Vehicle Modification

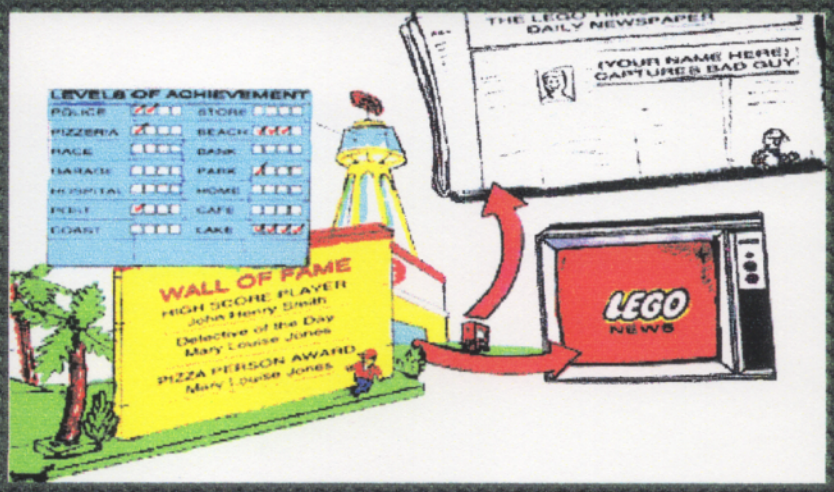

3 Select Modification (tire)
1 SELECT PERSON / Mechanic
2 First Person Perspective.
Mission: Repair Car
4 Select location to place

Police Mission



Boat Race Mission

Rewards/Levels



Development Process

Marc Roegiers
Mindscape Inc.

Development Timeline

- 24 August 95: Concept Approval Meeting
- 25 August 95: Contract signing, work begins
- 9 November 95: Detailed Design Specification Approval meeting in Billund
- March 96: Update to LEGO European Marketing Conference
- March 96: Begin discussions for next play theme
- 1 July 96: Alpha version
- 15 July 96: Playtesting approval
- 25 July 96: Demo release
- 1 August 95: Beta version
- 1 October 95: Gold master
- 15 October 95: First Shipment!!!

Staffing

- Producer
- Project Manager
- Programmers (4)
- Artists (4)
- Other
  - Music, Sound FX, Art contractors, Quality Assurance, Creative Services, Technical Support, Developer Technical Services, Advanced Technology Group

Approval Process

David Grenewetzki
Mindscape Inc.

Approval Framework

- We've created an approval framework that gives LEGO the control it needs, yet is sensitive to the demands of the software business
  - Technological issues
  - Design evolution based on further kid research/feedback
  - Time table
  - Economics

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Mindscape Inc.

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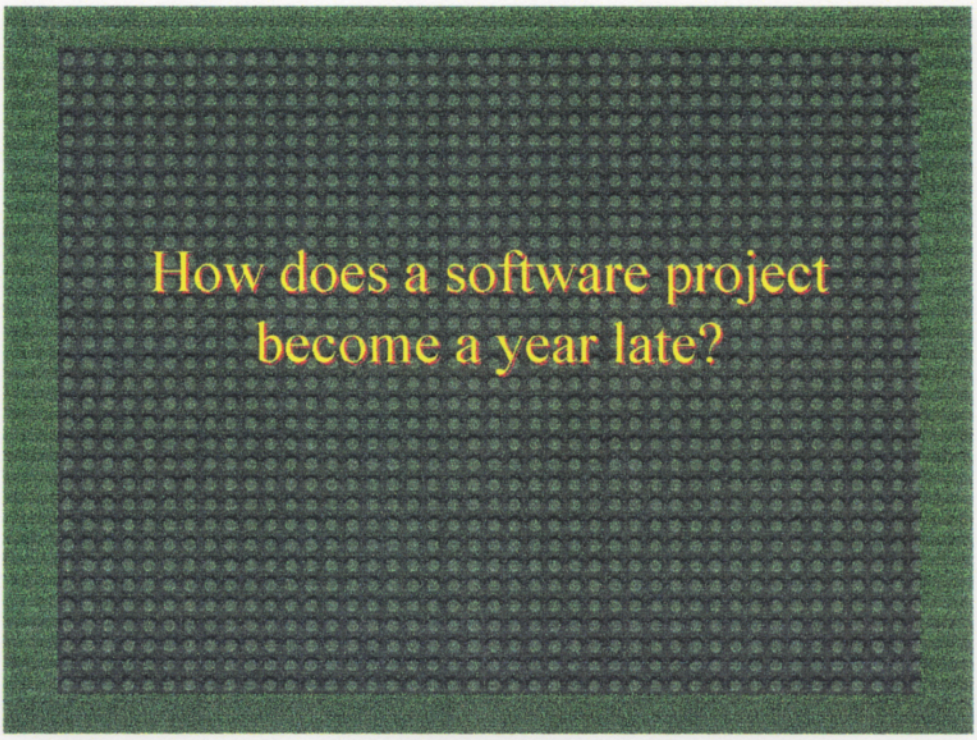
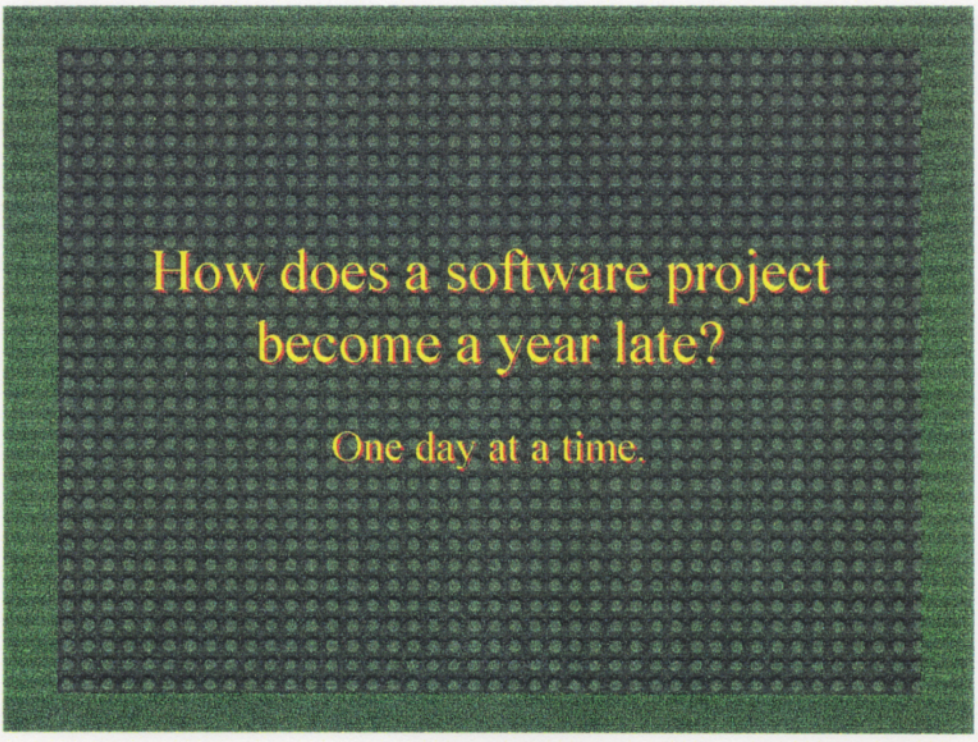
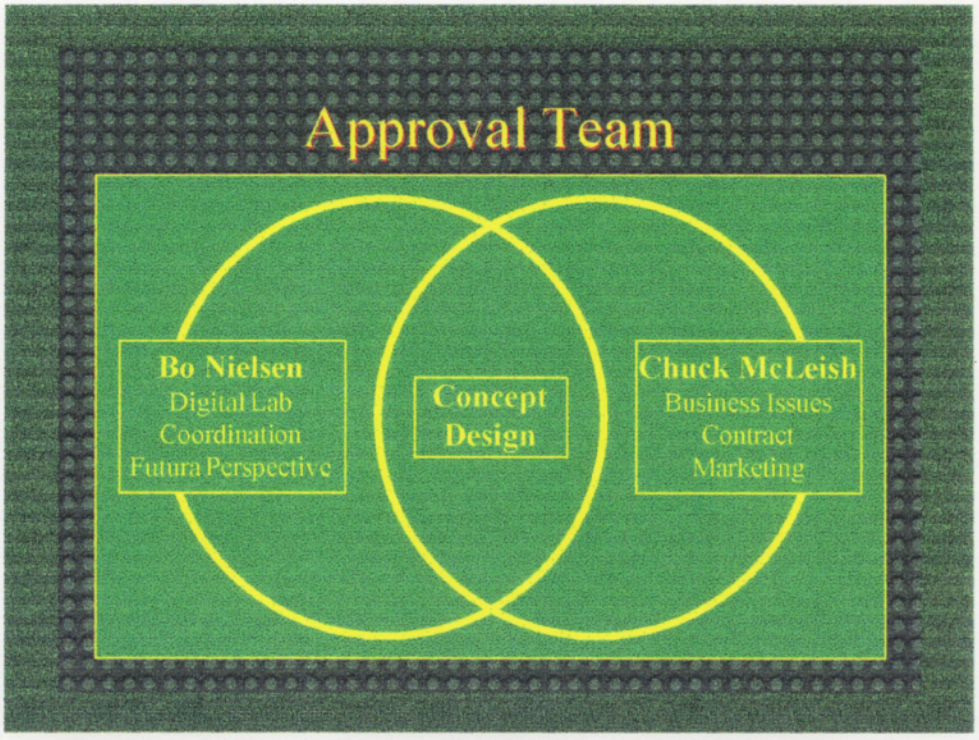
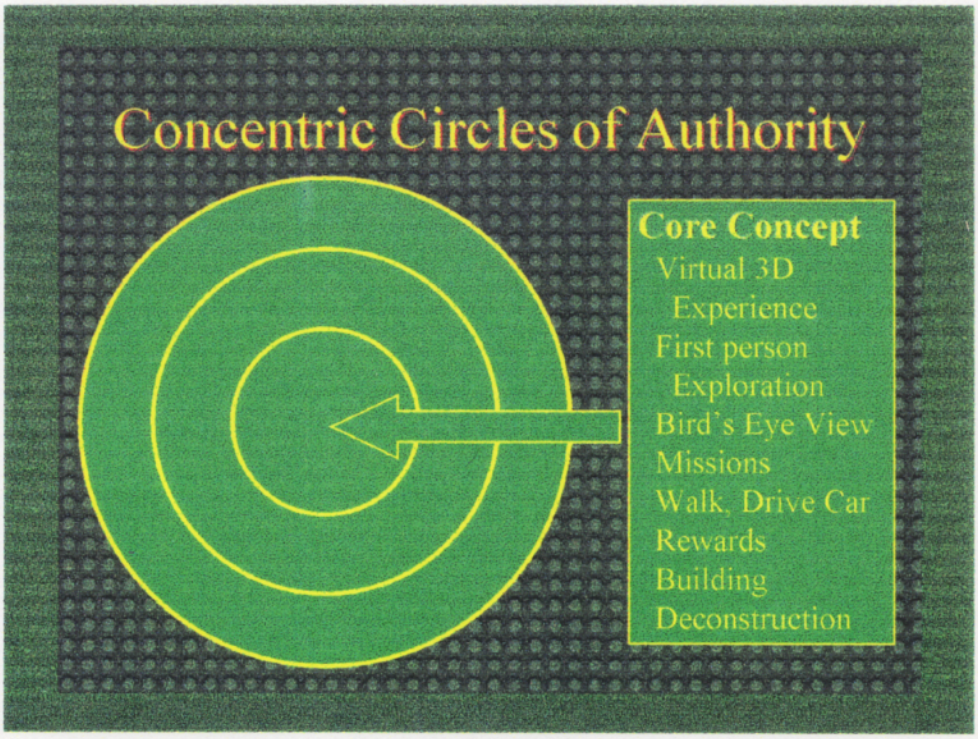
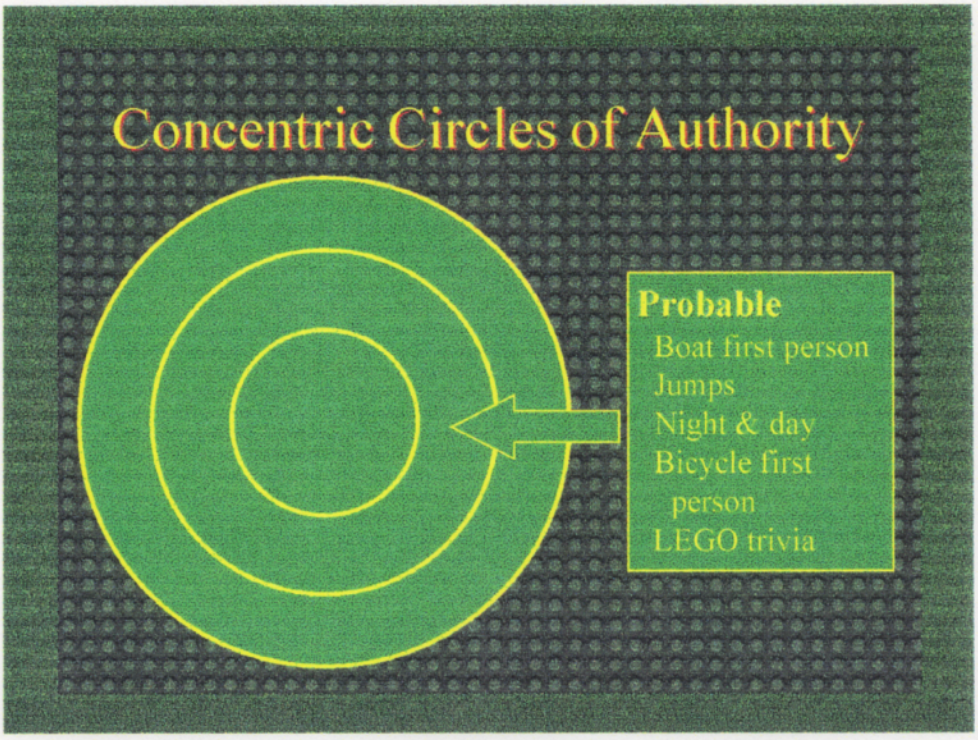
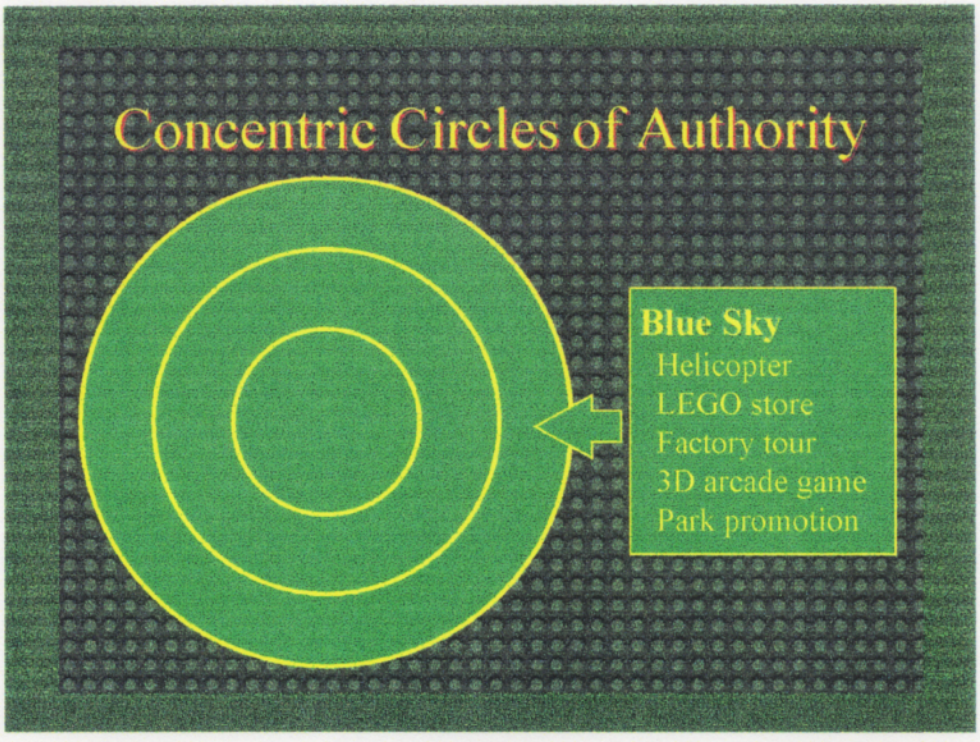

How does a software project become a year late?


How does a software project become a year late?
One day at a time.


Approval Team
Bo Nielsen
Digital Lab
Coordination
Futura Perspective
Concept
Design
Chuck McLeish
Business Issues
Contract
Marketing


Concentric Circles of Authority
Core Concept
Virtual 3D
Experience
First person
Exploration
Bird's Eye View
Missions
Walk, Drive Car
Rewards
Building
Deconstruction


Concentric Circles of Authority
Probable
Boat first person
Jumps
Night & day
Bicycle first person
LEGO trivia


Concentric Circles of Authority
Blue Sky
Helicopter
LEGO store
Factory tour
3D arcade game
Park promotion

Marketing Overview North America

R. Egan
Mindscape Inc.
Presented by D. Grenewetzki

Market Information

- Kids software market is growing
  - Increase 32% YTD through May vs one year ago
- Household penetration of computers is growing
  - 34% of households own working PC's
  - Up from 30% last year

Marketing Goals

- Establish LEGO franchise as major kids software brand
- Achieve or exceed sales goals
  - Year one sales of $3,650M
- Support the core LEGO equity
  - Fun
  - Clever
  - Skills
  - Intelligence

Marketing Strategies

- Pursue dual marketing campaign
  - Kids and parents
- Build on great consumer and trade equity of LEGO
- Co-market with LEGO whenever possible

Advertising

- Objective:
  - Persuade kids and moms that there is a totally cool new way to experience the fun of LEGO
- Print Advertising
  - Kids: LEGO Mania program
    - May/July: Announce products in magazine
    - September: Ad plus consumer offer
    - November: Ad plus consumer offer
  - Moms: Family PC, Parenting, Home PC, Discover, etc...

On-Line

- Objective:
  - Provide experience for kids and parents to learn about the product, try the product and receive incentives
- Utilize Mindscape World Wide Web (WWW) page on the Internet
  - Fall '96 debut
- Cross market to LEGO base brand
  - Co-promotional opportunities for LEGO
- Advertise WWW site in LEGO Mania, print ads
- Electronic registration of kids

Promotions

- Objective
  - Give kids chance to try game and moms incentives to buy
- Trial programs
  - Sample disc via 800# plus $5 rebate
  - Announce disc in *LEGO Mania* and other print
  - Retail samples, in-store demos

Promotions (cont.)

- Cross marketing with LEGO
  - Trial LEGO offers in Mindscape boxes
  - Tie-ins with other licensees (watches)
- Special packs
  - CD ROM plus LEGO Kits for clubs, computer super stores
  - LEGO premium packs with CD ROM sampler

Publicity and Events

- Joint launch event TBD
  - Work with LEGO PR and Special Events
- Major press previews and reviews, "making of" stories, etc...
- Participate in major LEGO event programs
  - Race event prizes
  - "Invention Adventure" tour participation
  - Mall of America Imagination Center

Trade Promotions

- Customized joint promotions in key mass retailers
- Displays/shippers for impulse purchase
- Merchandiser programs to gain mindshare with trade

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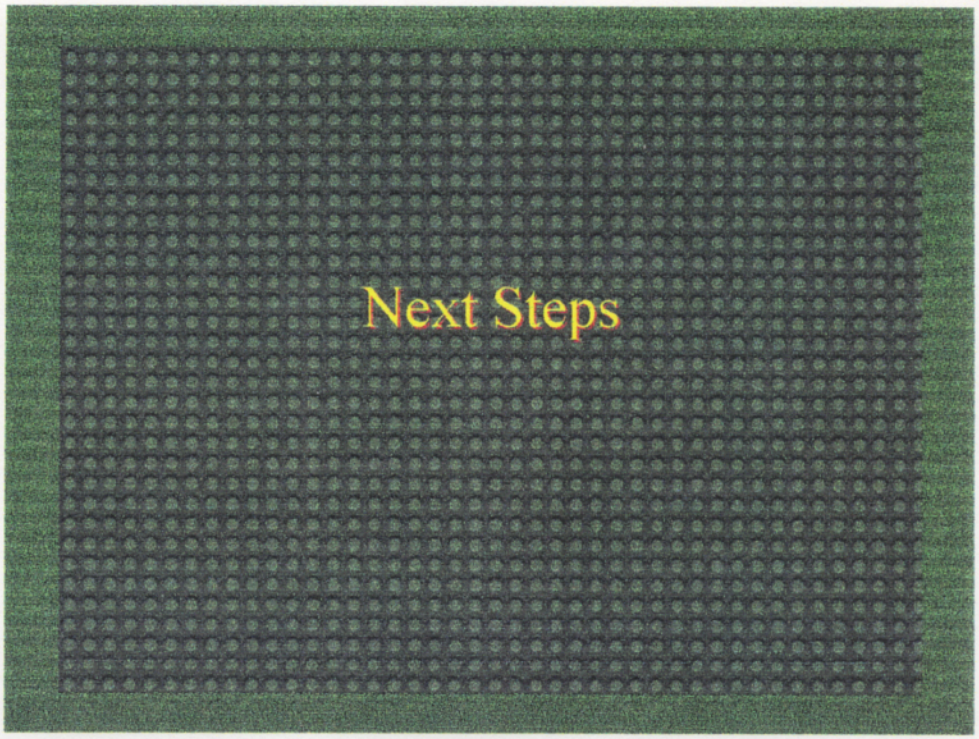
Catalogs

- Objective:
  - Sell CD ROM directly to consumers through LEGO Shop at Home catalog
- Two waves of activity initially:
  - July: Take reservations for product
  - November: Take orders on final product

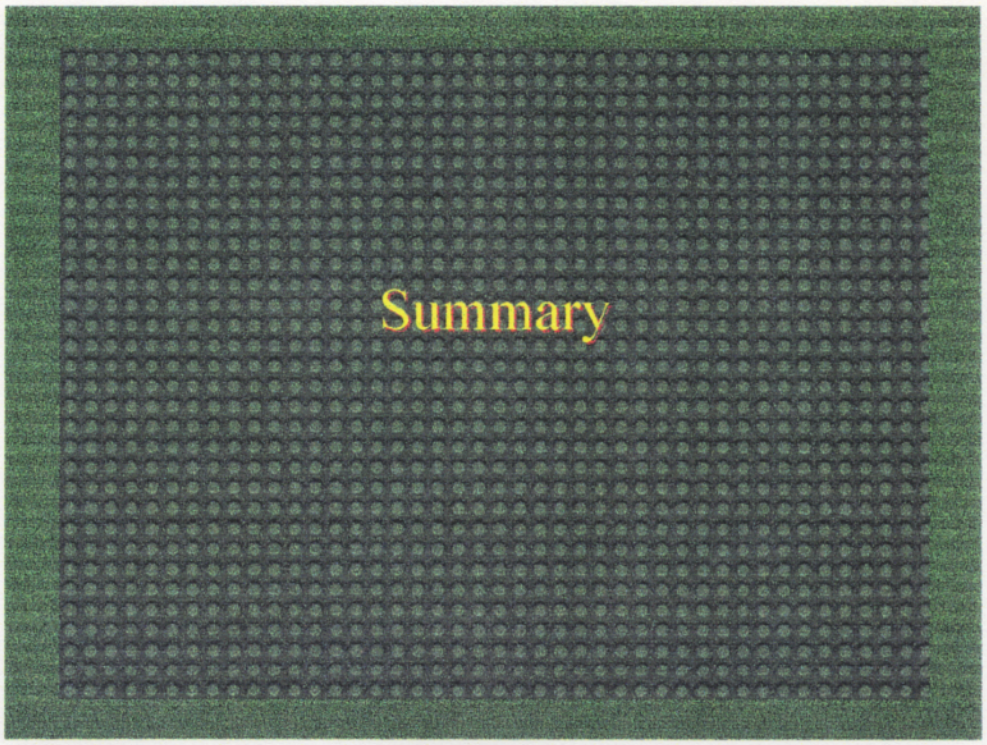
Marketing Budget

- Launch budget of $375M in October, 1996
  - Advertising $175M
  - Launch Event $100M
  - On-Line $25M
  - Offers/Rebates $50M
  - Merchandisers $25M
- Ongoing support in 1997 and beyond based on revenue



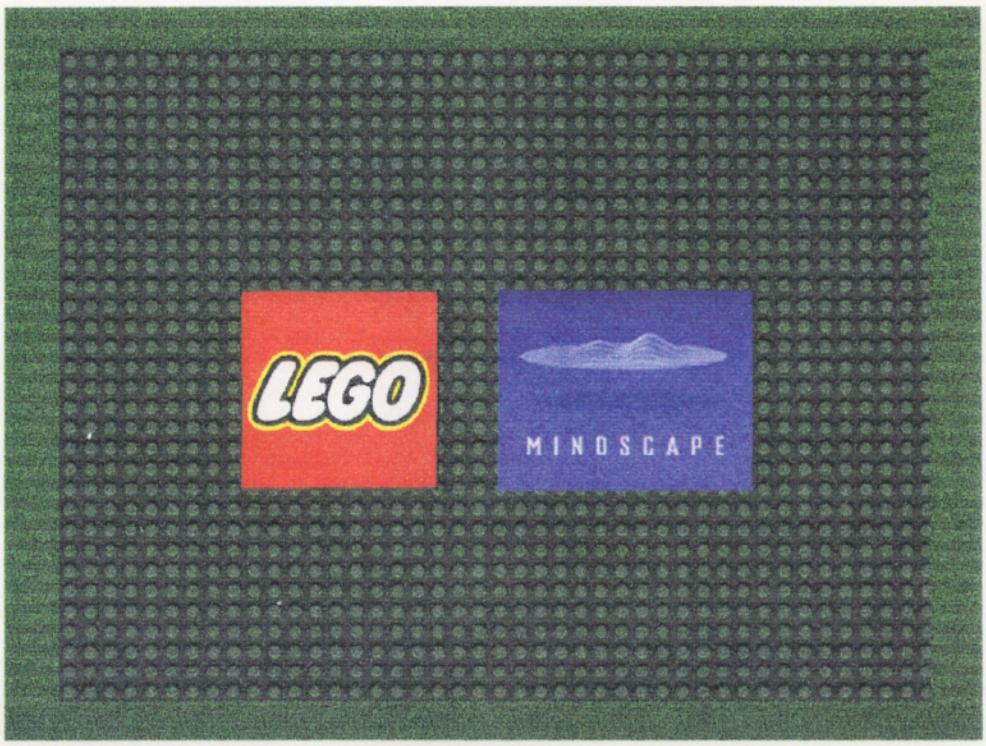
Next Steps

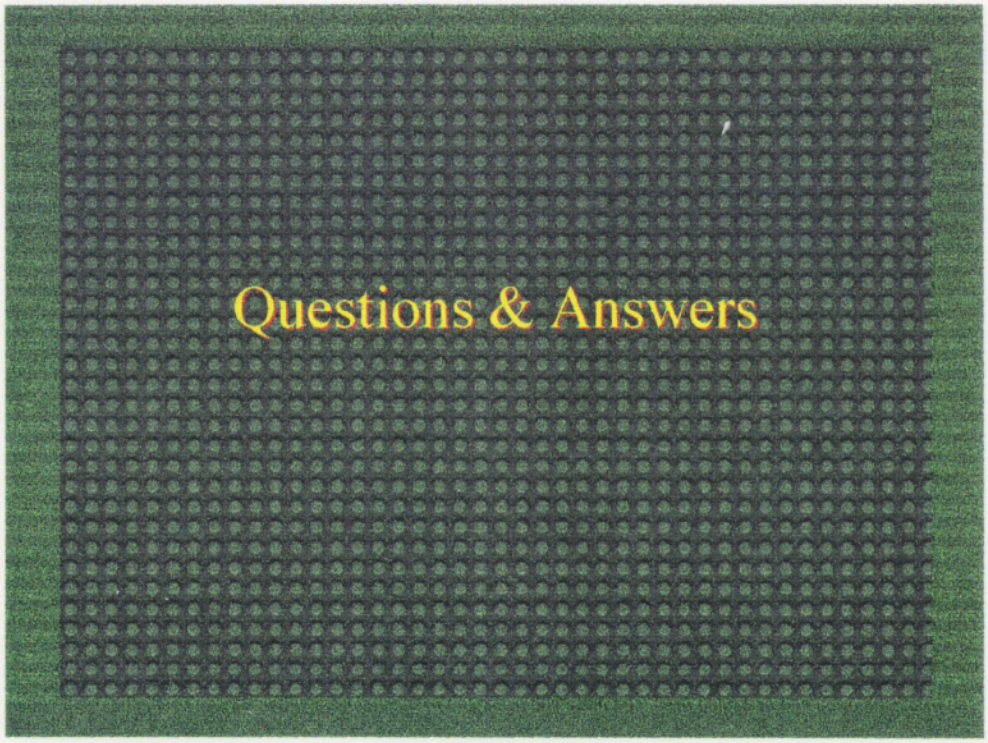
- Sign contract
  - Contract status as of today
- Put hiring into full swing
- Begin detailed design specification
- Initiate feasibility testing



Summary

- We believe that we've designed a concept that delivers on the promise of the LEGO experience on a computer and adheres to the LEGO vision (idea, exuberance and values)
- We've designed a system to guarantee the product we build is the one we all agree is right


LEGO
MINDSCAPE


Questions & Answers